

62 PAUL J. HOWARD'S

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U. S. Department of Agriculture

Roses for 1963



PAUL J. HOWARD'S PRESENTS

All-America Winners

Each variety on these pages has qualities of superior merit, new appeal, something different and exciting to offer — all guaranteed to grow and bloom in your garden.

TROPICANA



The fame of this exceptional rose in Europe where it won nine awards under its name of SUPER STAR preceded its American honors so that many rose gardeners have eagerly waited its introduction. No one will be disappointed in the strong growth, breathtaking orange-red color, form, size and fragrance of its freely produced, long lasting buds. We have found Tropicana unusually vigorous and disease resistant.

Plant Pat. 1969..... \$3.50

ROYAL HIGHNESS



This rose brings a refreshing new color to the best of all American Award Winners. Its lovely soft pink color, ethereal yet substantial is seen in the finest camellias or tuberous begonias, but is of a quality seldom found in a rose. The classic form of the flower carries a refinement, to compliment the decor of the most gracious living room or tasteful table setting. The slim graceful buds turn into high centered, sweetly outflowing blooms with many rows of symmetrically arranged petals. The fragrance, like the pure soft color of the flowers is without harshness. Long stems of each bloom, on splendid plants are clothed with rich, glossy foliage.

Plant Pat. 2032.....\$3.50

KING'S RANSOM



This may well be the best pure yellow rose of all time. The glittering buds are long and slender; the huge, high centered, very full flowers shine like spun gold. Produced in amazing abundance for such a large rose, each plant gives a brilliant effect, and each bloom is produced on a long stem. The plants with rich green foliage are as tall as some Grandifloras.

Plant Pat. 2103..... Each \$3.50

ROSE QUEEN

One of the most exciting of this year's introductions, and one that will do honor to the Rose Tournament Queen. Like Tropicana it is a new, luscious orange color but lighter in tone. The delightfully fragrant open flowers are larger and unfading, thriving even in the hottest weather. A striking color blend in the garden can be created by planting San Francisco in the foreground, backed by Rose Queen, then Tropicana.

Plant Pat. Applied For.....\$3.00

ROSE QUEEN

Unfading Luscious Orange



THE TOP ROSES FOR 1963

AND OUTSTANDING NEW CREATIONS

THANKSGIVING

Here is the rose you have been waiting to get, if you have seen it at Exposition Park, at rose shows, or in our trial garden as No. 99. A completely different, totally satisfactory rose in true fall colorings. Bronzy orange, gold, dusky rose colors are indescribably blended in flowers of great substance, form, and keeping qualities. The tall, upright plants produce the greatest quantities of long, straight, smooth-stemmed, practically thornless, blossoms we have ever seen in one season, a continuous supply of gorgeous cut flowers.

Plant Pat. Applied For.....\$3.00

HALLOWEEN

A companion to Thanksgiving in growth and blooming habit, but entirely different and new in flower form. The many petalled double flowers are like big fluffy pom-poms, but of great substance and keeping quality. They provide a new touch for flower arrangements, predominantly gold and copper tones.

Plant Pat. Applied For.....\$3.50

SUZAN BALL

We think this is just about the nicest of all the Floribunda roses. Its high-centered buds and profuse clusters of bloom are the clearest, liveliest salmon pink, clean and crisp petalled, and spicily fragrant. The deep green, glossy foliage is almost completely mildew-proof, and the medium tall bushes are vigorous and shapely. Whether for garden display, bedding or for cut flowers, Suzan Ball is sure to be one of your favorite roses.

Plant Pat. No. 1588.....\$2.00

CALIFORNIA CENTENNIAL

There is no deep velvety red rose, old or new that can compare with the individual buds and blooms of this variety when they are at their best. The perfect form substance, velvety sheen and rich pure color; the fragrance, long stems and keeping quality are what everyone seeks in deep red roses. You will be amply rewarded for pampering the bushes for the first year. We suggest planting three or more for a supply of cut flowers with the perfection of the costliest hot-house roses.

Plant Pat. No. 953.....\$2.50

OLIVE PERCIVAL

One of our favorite varieties, it was selected by the National Teacher's Association for their official "Teacher's Rose." Long slender buds of bright cherry red have the exquisite form of the variety LULU, but are larger, and the full open blooms are large, lasting, unfading. Stems are ideal for cutting yet bushes are as showy as a Floribunda.

Plant Pat. No. 944.....\$2.00

JACK FROST

This is the grand new white rose that has created excitement where it has been seen growing under number in Exposition Park and other trial gardens. True, pure white, the flowers are of exhibition size and form, thick, petalled, long lasting, and are borne in quantity on strong, healthy bushes. With **Jack Frost** and **Sleigh Bells** which has an illuminating tinge of greenish yellow you won't want any other large flowered white roses.

Plant Pat. Applied For.....\$3.50

TOM BRENEMAN

Several years ago we reluctantly let the press of new varieties crowd this from our list. This was a mistake, attested by the clamour from customers who can't find another to equal it's American Beauty style, rich deep rose color, long smooth stems and rich fragrance. Consistently strong growing and free blooming.

Plant Pat. No. 986.....\$2.50



TOM BRENEMAN
Richly Fragrant



PAUL J. HOWARD'S *Bush Roses*

ANGEL WINGS..... \$3.00

One of America's favorite exhibition roses, with many blue ribbons and "best of show" awards. Long soft yellow buds open to perfectly formed creamy white flowers, tinted with pink.

ARLENE FRANCIS..... \$3.00

Big clear yellow rose with a delightful fragrance, fine form.

ARPEGE..... \$3.00

Long slender pink buds with a touch of apricot and yellow on outside of petals. 5½ inch flowers borne in profusion on stiff stems with fragrance that inspired the name. Patent applied for.

BALINESE..... \$3.50

An unusual, exotic rose for those who appreciate the extraordinary. Sultry tones of bronze overlaid with soft lavender and pink.

BEN HUR – See Grandiflora Roses, Page 9.

BUCCANEER—See Grandiflora Roses, Page 9.

CALIFORNIA.....\$2.50

This is the gorgeous ruddy orange and gold rose that lines our driveway at California Flowerland, famous the world over for the magnificent display of blooms, 200 or more to each great bush. Each on a long stem, the buds and large open blooms are a decorator's delight. See front cover.

CALIFORNIA CENTENNIAL – See Page 3.

CHAMPAGNE.....\$3.00

Large flowers of exhibition quality and perfect style in a new soft blending of subtle tones – apricot and buff with overtones of pink and gold. The long cutting-stems are almost free of thorns. Plants vigorous with handsome blue-green foliage.

Plant Pat. Applied For.

PAUL J. HOWARD'S *Bush Roses*



ANGEL WINGS

CHARLOTTE ARMSTRONG..... \$1.50
Long carmine red buds open to big 30-petalled roses, salmon cerise, on long stems.

CHICAGO PEACE (Pat. No. 2037)..... \$3.00
Shimmering pink with rich gold tones, the flowers have the same form, size and habit as the famous *Peace*, but are more intense in the coloring of their silky petals.

CHRISTIAN DIOR AARS-1962..... \$3.50
Magnificent crimson red overlaid with iridescent scarlet, full double, high centered blooms are exquisitely formed. Freely produced on sturdy upright bushes, they are long lasting, without dull or blue fading. It may well become the most popular red rose.

CHRYSLER IMPERIAL..... \$2.50
Long tapered buds of velvety maroon unfurl to beautiful high centered roses of vivid crimson, 4½ to 5 inches across, richly fragrant. Bush is of medium height, compact, with healthy, dark green foliage.

COLUMBUS QUEEN (Pat. No. 2170)..... \$3.50
New for 1963, a show rose of old-fashioned elegance in two tones of warm and soft pink, easy-to-grow, upright plants.

COUNTESS VANDAL..... \$1.50
Beautiful pink rose, that has never lost its popularity. Buds are copper, flowers bright pink with yellow base.

DAINTY BESS..... \$1.50
Lovely single blooms of soft light pink with maroon stamens, in sprays.

DUET AARS-1961 (Pat. No. 1903)..... \$3.00
A beautiful addition to the list of fine pink roses, with big flowers having massive petals of variable color. Crimson buds unfurl to show thick petals of soft salmon pink, the reverse side being rich crimson rose.

ECLIPSE (Pat. No. 172)..... \$1.50
Still one of the finest yellows, with long graceful buds on long stems.

ETOILE DE HOLLANDE..... \$1.50
Dark red buds and blooms of delightful fragrance. Vigorous.

FIRST LOVE (Pat. No. 921)..... \$2.25
Long slender dawn-pink buds, urn-shaped, graceful semi-double blooms of light rose pink, delicately fragrant and lasting.

FLORIADE (Pat. No. 2109)..... \$3.50
Clear, brilliant orange-scarlet; like Montezuma with color that seems to glow.

FRAU KARL DRUSCHKI..... \$1.50
Long pointed buds and waxy white roses; vigorous tall plant.



CHRISTIAN DIOR
1962 AARS winner; Dark Red



FRED HOWARD

FORT KNOX (Plant Pat. No. 1525).....\$2.50
Many rosarians throughout the country hail this as their best yellow rose. The golden yellow double flowers of rich, heavy texture are non-fading, with distinct fragrance and exceptional keeping quality. The strong upright plants grow three to five feet high, covered with luxurious copper-green foliage, and are very free blooming.

FRED HOWARD (Pat. No. 1006).....\$2.00
Prize winning yellow rose. Long buds open to graceful blooms, deep yellow suffused with pink at edges, richly fragrant. Tall rugged bushes.

HALLOWEEN.....See Page 3.

HAWAII (Pat. No. 1833).....\$3.50
Glowing orange-coral buds and huge blooms retain their color until petals fall. The broad-petalled roses are richly fragrant. Buds are urn-shaped. Tall husky plant.

HEART'S DESIRE.....\$1.50
The non-fading rich red and true rose fragrance of this fine rose is not surpassed by any of the newer roses.

HELEN TRAUBEL (Pat. No. 1028).....\$2.75
Long pointed buds and big, broad-petalled roses of heavy texture and rich fragrance, varying from soft pink to luminous apricot and rose; long lasting.

PAUL J. HOWARD'S

HENRY FORD (Pat. No. 1218).....\$2.50
One of the best pure pink roses with extra long shapely buds, broad petalled blooms resembling a great silky peony, intensely fragrant. It has the qualities of THE DOCTOR on a strong growing bush.

ISOBEL HARKNESS (Pat. No. 1650).....\$2.75
Very large blooms of bright shiny yellow without any shading; tall, branching plant.

JACK FROST.....See Page 3.

JOHN S. ARMSTRONG—See Grandiflora Roses.

KING'S RANSOM.....See Page 3.

LADY ELGIN (Pat. No. 1469).....\$2.50
Large handsome blooms and buds of heavy texture, brilliant apricot and orange, washed pink, on long, strong stems.

LADY LUCK (Pat. No. 1579).....\$2.25
Very long pointed buds and big fragrant roses, with 35 to 40 petals, on long strong stems. Color is soft light pink, slightly deeper at the edges of petals. Vigorous disease resistant bush, 3 ft. tall, shiny foliage, thrives everywhere.

LA JOLLA (Pat. No. 1103).....\$2.50
Silky texture and iridescent colorings make flowers of classic beauty. Pastel tones of pink blend with cream and gold. Long stemmed with glossy foliage.

LIVING (Pat. No. 1463).....\$2.50
Urn-shaped buds open to large double high centered flowers of spicy fragrance, reddish orange with reverse copper streaked red.

LOWELL THOMAS (Pat. No. 595).....\$1.50
Tightly furled golden yellow buds, large canary yellow blooms with tea fragrance.



LADY LUCK

Bush Roses

MARK SULLIVAN.....\$1.50

A bi-color rose with everything to recommend it. Glossy, holly-like foliage on strong bush. Long, smooth stemmed buds of brilliant orange, with gold reverse. Very fragrant.

MME. HENRI GUILLOT.....\$1.50

Long buds and large fragrant roses of reddish orange to rose, on long stems.

MOJAVE (Pat. No. 1776).....\$2.75

Glowing orange with tones of flame scarlet and vermilion; long stemmed buds open to large broad-petalled roses of pleasing fragrance; tall vigorous bush.

MONTEZUMA—See Grandiflora Roses, Page 9.

MY FAIR LADY.....\$3.00

Delicate pink blending beautifully with soft overtones of gold. The giant double blooms have the luscious thick but silky quality of PEACE, it's immediate parent. Long lasting and fragrant blooms are produced on a vigorous plant. *Plant Pat. Applied For.*

OLIVE PERCIVAL.....\$2.00

The most exquisite red buds of all. See Page 3.

PEACE.....\$1.50

Winner of more prizes than any other rose. Rich yellow buds open to soft yellow roses of immense size with petals of heavy substance, edged rose pink. Very double, high centered, lasting.



PINK FAVORITE
the best of its color



MOJAVE
most brilliant orange

PICTURE.....\$1.50

Perfect buds and lovely blooms of clear pink, on long stems.

PILAR LANDECHO.....\$2.00

A Bagatelle Gold Medal winner in France back in 1938, this Spanish rose strangely has been overlooked in America. Allow it to grow tall and you will be rewarded with a continuous supply of long pointed buds and large, double, high centered flowers of yellow, coral and orange, as many as 350 to each bush.

PINK FAVORITE (Pat. No. 1523).....\$3.00

Very large long buds and beautifully formed double roses of rich deep pink on strong stems. Tall healthy plants, handsome foliage.

PINK PEACE (Pat. No. 1759).....\$3.00

Immense luminous fragrant blooms of dusky pink open from shapely buds to huge cup-shaped roses, on massive stems.

PRESIDENT HERBERT HOOVER.....\$1.50

Large double fragrant roses, a blend of red, pink and orange yellow, on very long strong stems.

QUEEN ELIZABETH—See Grandiflora Roses, Page 9.

ROSE QUEEN..... See Page 2.

ROUNDELAY — Grandiflora, See Page 9.

ROYAL HIGHNESS AARS — See Page 2.

PAUL J. HOWARD'S *Bush Roses*



TIFFANY
A Classic Pink

SAN FRANCISCO.....\$3.00

Produced by Dr. Walter Lammerts, a new color in large flowered Hybrid Teas – a chinese or cinnabar red, especially showy when in full bloom, on low, compact, shapely plants.

SLEIGH BELLS (Pat. No. 1004).....\$2.00

Graceful buds on long stems open to fragrant big white roses with 40 or more heavy petals, slightly tinged pale yellow at base; in cool weather a pale rose flush appears on outer petals. Tall, hardy bushes with leathery foliage, disease resistant.

STAR FIRE – See Grandiflora Roses, Page 9.

STERLING SILVER (Pat. No. 1433).....\$3.00

Long pointed buds, and flowers of silvery lavender with heavy textured petals. Its refined form, unusual color, rich fragrance and long keeping qualities make it charming for indoor arrangements.

SUSPENSE.....\$3.00

Opening from big yellow buds, the blooms become distinctly bi-color. The thick, substantial petals are coppery yellow outside, inside solid rich red. Long stems on tall, handsome bushes.

SUTTERS GOLD.....\$2.50

A most gratifying rose to grow. Tall, with nice stems, colorful golden yellow blooms, variously tinted red and pink.

TALISMAN.....\$1.50

Still a favorite – with fragrant rose and gold buds and blooms.

TEXAS CENTENNIAL.....\$1.50

Long brick red buds and huge double rosy carmine roses of rich fragrance, on exceptionally tall vigorous plants.

THANKSGIVING.....See Page 3.

THE DOCTOR.....\$1.50

Immense, perfectly formed double roses of silvery pink, on strong stems; the most fragrant of all roses.

TIFFANY (Pat. No. 1304).....\$2.75

Long pointed buds of deep pink shaded gold at base of petals open to perfectly formed blooms of heavy texture, rich phlox pink, intensely fragrant and long lasting; long strong stems. Vigorous plants, 3 to 4 ft. high, good foliage.

TOM BRENNEMAN.....See Page 3.

TROPICANA.....See Page 2.

VIRGO.....\$1.50

Large double high-centered white roses, slightly fragrant. Vigorous plant with dark leathery foliage.

WILL ROGERS.....\$2.00

An old favorite, still the finest of the very dark red roses – big double blooms and buds of richest deep red, intensely fragrant. Robust plant, always in bloom, thrives in warm areas.



SAN FRANCISCO
New Cinnabar Red

PAUL J. HOWARD'S *Grandiflora* Roses

Grandifloras have large flowers like Hybrid Teas, but bear great quantities of flowers, several to one stem, differing from Floribundas in their larger size and greater length of the individual stem of each flower. Usually tall growing, 3½ to 5 feet, with exceptional vigor and disease resistant foliage, they have great value for landscape use as shrubs, plantings and hedges.

BEN HUR.....\$2.75
Beautiful long urn-shaped buds and high centered roses of vivid cardinal to maroon red.

BUCCANEER (*Pat. No. 1119*).....\$2.50
Long tapered buds and cup-shaped flowers of about 30 petals, fragrant and long lasting.

MONTEZUMA (*Pat. No. 1383*).....\$2.75
Beautiful long buds and large double blooms of vivid scarlet orange. Vigorous bush, blooms constantly.



MONTEZUMA

JOHN S. ARMSTRONG AARS '62.....\$3.50
(*Plant Pat. No. 2056*)

The deepest velvety red grandifloras rose. A vibrant color that does not fade or turn blue. Its large, double blooms are born on long stemmed clusters, strong, straight and smooth. The tall, upright plants are vigorous, with clean, healthy foliage.

QUEEN ELIZABETH.....\$2.50
(*Pat. No. 1259*)

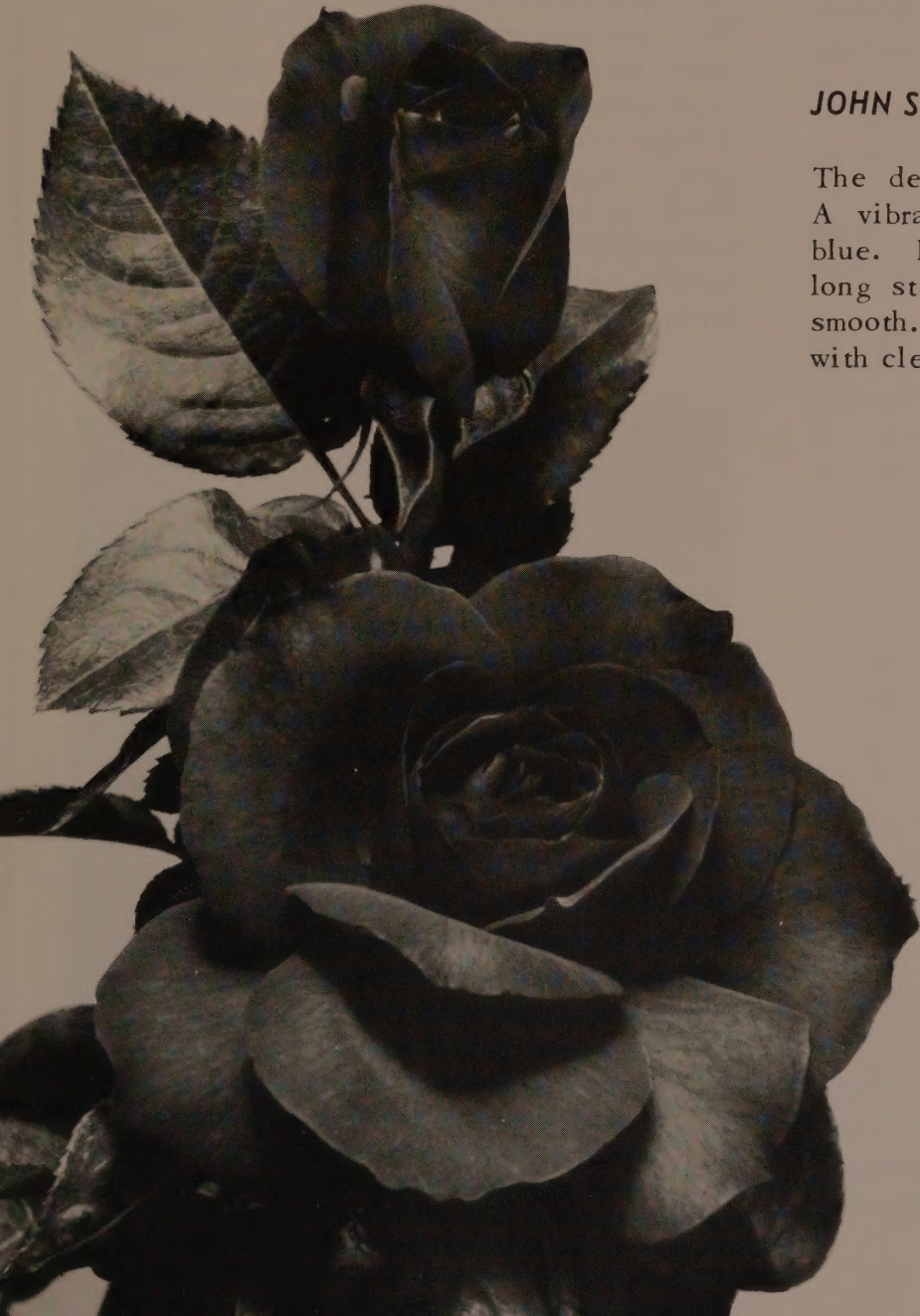
Buds and blooms of soft carmine rose blended with dawn pink, delightfully fragrant, born singly and in clusters on long, nearly thornless stems. Tallest Grandiflora.

ROUNDELAY.....\$2.50
(*Pat. No. 1280*)

One of the easiest roses to grow, tall bushes produce constantly loads of bright red very double, long lasting blooms for cutting. Excellent as a specimen shrub, or group planting in background.

STARFIRE AARS-1959.....\$2.50
(*Pat. No. 1357*)

This brilliant new currant red rose is outstanding in every way. Urn-shaped buds open to perfect double roses of lovely form, and last many days. Plant grows to 5 ft. tall, free blooming, glossy foliage.



PAUL J. HOWARD'S

Most free flowering of all roses, producing great clusters of blooms all season; ideal for massing, borders and pot culture.

For best color effect, plant in groups of one color.

CIRCUS (Pat. No. 1382).....\$2.50

Urn-shaped buds of bright yellow and orange open to high centered roses of rich fragrance — yellow, buff, orange, changing to scarlet pink and red. The big clusters are borne on strong stems and are long lasting. Plant is compact and bushy, 2½ ft. tall, with dark green foliage.

GOLD CUP (Pat. No. 1683).....\$2.00

Beautiful fragrant roses of tea rose form, clear yellow, are born singly and in clusters. Plant grows 3 ft. tall, with glossy foliage.

GOLDEN SLIPPERS AARS '62.....\$2.50

This brilliant rose is the only AARS Floribunda for 1962. The perfectly formed dazzling gold buds burst forth into showers of petite double flowers of fluorescent orange and gold. The plants are compact and sturdy, about 2½ ft. high, perfect for borders and landscape shrubs where they will provide brilliant color as well as armfuls of flowers for arrangements.



HEAT WAVE



GOLDEN SLIPPERS
1962 All — America

BORDER GEM (Pat. No. 2059).....\$2.00

Remarkable low growing, compact bushes with disease free rich green foliage and bright coral flame blooms freely produced in clusters. Excellent garden plant and cut flower variety that thrives in part shade as well as full sun.

CECILE BRUNNER.....\$1.50

Clusters of miniature soft pink tea roses with spicy fragrance.

FLORADORA.....\$1.50

Clusters of very double cup-shaped fragrant roses, bright cinnabar red. Plant grows 3 to 4 ft. tall, vigorous and bushy, with healthy foliage.

The GARNETTE Roses

These are the petite little blooms so favored for bouquets and flower arrangements. Very double, perfectly formed buds and blooms, in clusters will last a week when cut. Plants are compact, bushy, 18-24 inches high with dark, leathery foliage.

GARNETTE — The original ruby red variety.

PINK GARNETTE — Deep rose-pink.

CAROL AMLING — Clear soft pink.

GOLDEN GARNETTE — Golden yellow flowers are a little larger.

Price of above.....\$1.75 each

Floribunda Roses

HEAT WAVE.....\$2.75
 Most brilliant fiery orange-scarlet Floribunda, --flowers are large, 3 to 4 inches across with 26-36 petals, cup-shaped, large clusters. Glossy dark green leaves.

IVORY FASHION (Pat. No. 1688)..... \$2.00
 Lovely slender buds open to beautiful ivory white roses with showy golden stamens, richly fragrant. Clusters of 5 to 10 buds and blooms are produced on strong canes, covering the plant all season.

LITTLE DARLING (Pat. No. 1581).....\$2.25
 One of the finest and most beautiful Floribundas — almost a perfect miniature PEACE. Buds and blooms are produced in clusters, open flowers very double, high centered, bright yellow and glowing pink and rose shading at edges of petals. Plants are tall, 3 to 4 ft. with rich leathery foliage, and always in bloom.

MARGOT KOSTER..... \$1.50
 Clusters of small double orange-coral, cup-shaped roses; dwarf bush, for borders, beds, and containers.

PINK ROSETTE (Pat. No. 902).....\$1.75
 Beautifully formed symmetrical double little roses of bright pink, in massive sprays; vigorous plants grow 3 feet tall, with heavy foliage.



PINK ROSETTE
Great sprays for cutting

ROSENELFE.....\$1.50
 Pink buds and beautifully formed roses, 2 inches across, are produced in big open sprays, long lasting when cut. Vigorous plant.

SARABANDE AAR-1960..... \$2.00
(Pat. No. 1761)
 Semi-double flowers of vivid oriental red to iridescent orange red, with showy golden stamens, completely cover the plants. Compact, low growing bushes, for hedges and borders, particularly fine for containers.

SUZAN BALL (Pat. No. 1588)..... \$2.00
 This lovely Floribunda has everything you want in a rose. Neat habit, handsome foliage, freedom of bloom, clear salmon-pink color, fragrance, and it almost never mildews.

THE FAIRY,.....\$1.50
 Vigorous, spreading, low growing bush that produces nearly constantly great sprays of small double blooms. Sprays are fine for cutting and tiny individual pink blooms perfect for miniature arrangements. Plants are especially useful for borders, and to spill over walls, or cover slopes.

TOM TOM (Pat. No. 1671).....\$2.00
 Clusters of chaming double roses of dusky pink, with spice fragrance, are produced on dark red stems. Compact busy plant blooms freely; new growth in shaded dark red.

WHITE BOUQUET.....\$2.00
 Sparkling white gardenia-like blooms, spicy fragrance, showing golden stamens when fully open. Lustrous dark green foliage.



SARABANDE
Compact and Colorful



Plant Everblooming Climbing Roses for year 'round beauty—on fences, walls, pergolas, and for great quantities of lovely blooms for cutting.

PAUL J. HOWARD'S

Climbing Roses

CL. BELLE OF PORTUGAL.....\$1.75
Blooms from January to Spring, with lovely long buds and broad-petalled roses, pale salmon pink.

CL. BLAZE IMPROVED.....\$1.75
The recurrent blooming form of the famous *Pauls Scarlet*.

CL. CARROUSEL (Pat. Applied For)..... \$2.50
Double dark red blooms singly or in clusters; vigorous, blooms continuously.

CL. CECILE BRUNNER.....\$1.75
Fragrant soft pink miniature tea roses; vigorous climber.

CL. CHARLOTTE ARMSTRONG..... \$1.75
Lovely buds and large flowers of cerise red.

CL. CHRYSLER IMPERIAL..... \$2.50
Vigorous canes are loaded with big buds and fragrant red blooms; deep green disease-free foliage.

CL. CIRCUS..... \$3.50
For an amazing display of riotous color, you will be fascinated by the everchanging tones of gold, orange, buff, pink and red.

CL. DAINY BESS.....\$1.75
Lovely large single pink roses, show red stamens.

CL. DESCANSO PILLAR..... \$2.25
Exceptionally vigorous pillar rose with long-stemmed blooms of immense size, deep rose pink and fragrant; blooms continuously.

CL. DON JUAN.....\$3.00
Fine new Pillar Rose with long canes covered with big fragrant velvety red blooms, singly and in clusters. Vigorous healthy plants grow 8 to 10 ft. high.

CL. ETOILE DE HOLLANDE..... \$1.75
Fine climber, double red.

CL. FLORADORA..... \$2.00
Showy clusters of double cup-shaped roses, cinnabar red; vigorous, blooms constantly.

CL. GOLDEN SHOWERS.....\$2.50
Long pointed buds and fragrant high-centered roses of daffodil yellow are produced on husky canes, almost thornless. Plant is disease resistant, blooms continuously.

CL. GOLD RUSH..... \$1.75
One of the best of all climbers, with perfectly formed large double yellow blooms, each on long stems for cutting.

CL. HEART'S DESIRE.....\$1.75
Fragrant big deep red roses, vigorous plant.

PAUL J. HOWARD'S Climbing Roses

CL. KAISERINE AUGUSTA VICTORIA.. \$1.75
One of the oldest hybrid tea climbers still there is no other white to equal it in the form of its high centered blooms.

CL. KITTY KININMONTH.....\$2.50
A brilliant climber from Australia with huge, decorative semi-double blooms of rich, glowing carmine-rose.

CL. MRS. E. P. THOM..... \$1.75
Pure yellow, shapely buds and blooms that are long stemmed for cutting. Reliable grower with neat canes, glossy foliage.

CL. MRS. SAM McGREDY..... \$1.75
Dazzling coppery orange buds flushed with scarlet, very large blooms of bright pink; virogous, free flowering plant.

CL. PAUL'S SCARLET-- See *Blaze Improved*.

CL. PEACE..... \$2.50
Huge yellow roses edged cerise; even more free flowering and vigorous than the bush.

CL. PICTURE..... \$1.75
The climbing form of this lovely pink rose blooms freely.

CL. PRESIDENT HERBERT HOOVER..\$1.75
Brilliant long stemmed roses of rose and gold.

CL. QUEEN ELIZABETH.....\$2.50
Grandiflora with fine rose pink buds and blooms, singly and in clusters, on nearly thornless stems.

3 year old CLIMBING ROSES

Five to six feet high, well branched, staked that will be full of bloom this Spring. An outstanding value at..\$5.95

GARDEN CUTTER Goodbye, thorns!



A razor-keen, steel cutting blade that makes pruning a pleasure. Reaches 18" into the thorniest bush.

\$3.95 plus sales tax . . . \$4.11 postpaid

CL. RED TALISMAN (Mary Hart)..... \$1.75
Long pointed buds and large double flowers of rich fragrance; glowing cerise red, deep golden yellow at base; vigorous and hardy.

CL. ROYAL GOLD (Pat. No. 1849)..... \$3.00
Vigorous, free blooming new pillar rose, to 7 ft., bearing brilliant golden yellow double roses with fruity fragrance, in clusters.

CL. SNOWBIRD..... \$1.75
Pointed buds and high centered creamy white roses with delightful fragrance; leathery foliage, the best white.

CL. TALISMAN..... \$1.75
Fragrant rose and gold buds and blooms.

CL. TEXAS CENTENNIAL.....\$1.75
Immense fragrant brick red buds and blooms on long strong stems; very vigorous, covers large area.

CL. TIFFANY..... \$2.50
Beautiful deep pink, very vigorous.

CL. TOM TOM.....\$2.50
The freedom of bloom, and exciting new color will be a garden attraction. Floribunda Rose of dusky pink with reddish rose tones.

DON JUAN — Deepest Red



Paul J. Howard's TREE ROSES



Give a lift to your favorite flowers by using Tree Roses in your landscape color-scheme.

Symmetrical crowns atop 36-inch sturdy stems display their magnificent flowers at eye level. It is easy to care for tree roses - and you can plant them many places where you wouldn't have room for a conventional rose garden. See descriptions in forward listing.

Bare-root Tree Roses, each \$6.95; Established in 5-gal. cans, after March 1, \$7.95.

RED SHADES:

Charlotte Armstrong — Christian Dior — Chrysler Imperial —
Etoile de Hollande — Heart's Desire — Olive Percival —
John S. Armstrong — Starfire — Texas Centennial.

PINK AND ROSE SHADES:

Helen Traubel — Queen Elizabeth — Tiffany.

PINK #220 — A new one that we have not yet named, but has proven such a beautiful tree rose in form, in its pure satiny pink color, everyone who has seen it wants one. So we have a limited number to offer this year. Exquisitely fragrant.

SUZAN BALL — If we could pick just one rose, this would be it. It has everything—lovely soft pure salmon pink, a color like a rich Enchantress pink carnation, with just as rich a fragrance. It never shows a faded petal and the foliage is clean, glossy, almost entirely disease free. Shapely in growth, it makes a continuous display.

● ORANGE AND COPPER:

Hawaii — Mojave — Montezuma
California — Tropicana

● WHITE

Sleigh Bells

● MULTICOLOR ROSES:

Little Darling — Thanksgiving
Chicago Peace

● WEEPING TREE ROSE:

The miniature flowered Pink Cameo makes a lovely fountain of color.

● YELLOW HUES:

Buccaneer — Golden Garnette
King's Ransom — Peace
Sutter's Gold

● LAVENDER:

Sterling Silver

ROSES FOR COLORFUL LANDSCAPING

EVERBLOOMING NEW FENCE ROSE HYBRID 311

Creates quickly a living barrier of hedge 5-feet or more high, blazing with color all season long. Abundant, glossy foliage gives beautiful background to great clusters of vivid red blooms. **Patent No. 1885.**

COUNTY FAIR

For low hedge or border, gives a symphony of pink tones with its massive display of blooms. **Patent No. 1897.**

Plants, established like shrubs, in 1-gallon containers

Each **\$1.75**; 10 for **\$14.00**



Fruits and Flowering Trees

Developed for blooming and bearing in your garden —
Now you can enjoy color and flavor beyond compare.



APPLES — *Beverly Hills*, striped red and yellow; *Red Delicious*; *Winter Banana*, crisp yellow; *Crabapple*; each \$2.25. *Pettingill*, deep red, flavorful, \$3.50.

APRICOTS — *Redsweet*, new, rich flavor \$3.50. *Royal*, leading variety, \$2.25.

FIGS — *Brown Turkey*, purple, red flesh; *Kadota*, white; *Mission*, black; *White Adriatic*, red flesh; *White Genoa*, amber flesh. Each \$2.25.

NECTARINES — *Le Grande*, very large golden flesh; *Stanwick*, large red cheek, white flesh, each \$2.25. *Panamint*, rich red, yellow flesh, \$3.50.

PEACHES — *Babcock*, white early July; *Early Elberta*, mid July; *Indian Blood*, freestone; *Rio Oso Gem*, August; *Tejon*, showy flowers, red fruit; *Ventura*, rich yellow, July. Each \$2.25. *Red Robin*, very early white flesh, May-June, \$3.50.

Double Flowering, Fruiting Peaches

Saturn, blooms later, ripens earlier than *Double Delight*. Both yellow fleshed, each \$3.50.

PERSIMMON — *Fuyu*, round; *Hachiya*, conical. Ornamental trees, colorful fruit and fall foliage. Each \$3.95.

PLUMS — *Blue Damson*; *Green Gage*; *Santa Rosa*, popular early red; *Satsuma*, blood red throughout, late, Each \$2.25. *Howard Miracle*, superb flavor, crisp golden yellow flesh, red cheek; *Sierra*, rich red and purple, early July. Each \$3.50.

SUGARPRUNE — *French Prune* — each \$2.25.

POMEGRANATE — *Wonderful*, for decorative flowers, colorful fruits and juice, each \$2.25.

WALNUT. *Carmelo*—Nuts as "big as peaches", \$8.95.

GRAPES

Concord, *Flame Tokay*, *Golden Muscat*, *Muscat*, *Rose of Peru* (black), *Thompson Seedless*. Each 75¢; 3 for \$2.00; 10 for \$6.00.

DWARF FRUIT TREES

Ideal for limited space, or growing in tubs, planters, walled spaces for ornament and full-sized, colorful, delicious fruits. Fine variety of Apples, Apricots, Peaches, Plums, Pears, Each \$4.95.

BONANZA — New peach bush. Bears amazing crops of big, delicious, yellow freestone peaches on 4 to 5 ft. miniature trees. Each \$7.95.

GOLDEN PROLIFIC DWARF NECTARINE — A natural dwarf companion to *Bonanza peach*, bears golden freestone fruits on 5 – 6 ft. bushes. Each \$7.95.



SLEIGH BELLS *The freest blooming, best performing, most fragrant White Rose*

Roses for 1963

DORMANT ROSES

BUSH, CLIMBING AND TREE ROSES are available dormant, bare-root, from January to March 15. Early planting is most desirable.

The price listed for each variety is for bare-root Roses.

Free delivery in Southern California, of orders for bare-root roses, for \$5.00 or more. All others, please add 50¢ to each order to partially cover packing costs.

California orders please add 4% sales tax.

DISCOUNT ON QUANTITY

Orders of 3 or more of one variety, or 10 or more assorted varieties, bare-root, deduct 10%.

There is a 10% discount on orders for 10 or more Tree Roses, one kind or assorted, bare-root in containers.

Please add 4% Sales Tax to all Orders for California Delivery.

Rose Show

Spectacular display of Roses in full bloom during the months of

APRIL and MAY

While you will find roses in bloom at California Flowerland practically every day in the year, the most spectacular display of the greatest number of varieties will be seen during April and May.

Our famous California roses that line our driveway — bushes ten feet across, loaded with bloom, are alone worth a cross-country trip to see.

Many of our customers now prefer to plant our

ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available, we grow large showy bushes, in specially prepared soil, in 5-gallon tins.

These superior big roses may be selected and planted out while in full bloom. Because of weight and bulk, these established roses are practical only for local truck delivery, or "Cash and Carry."

BUSH ROSES, all varieties.....\$3.95 each.

CLIMBING ROSES established and staked, each \$5.95.

TREE ROSES in 5-gallon tins, staked \$7.95.

PAUL J. HOWARD'S California Flowerland

11700 National Boulevard, Los Angeles 64, California

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